



- Deliver Quality Content to All Platforms.
- Maximize Revenues.
- Service Existing Fans.
- Cultivate New Fans.
- Capitalize on Emerging and Future Opportunities.



- League Program and Monetizes NHL.com.
- Clubs Program and Monetize Own Sites Which Include Network Navigation Bar.
- According to the Club Survey:
 - Aggregate of \$5.5M in Revenue and \$5.8M in Expenses.
 - 66% of Revenue Is Allocated From Broader Deals.
 - 14 Clubs Are Profitable.
 - 4 Clubs Net More Than \$150,000 With Top Club at \$389,000.